ORDER

KOB

Orders

Order / Rev:	**165101**		
Alt Order #:			
Product Desc:	Martin Heinrich 10/22-10/28 Order		
Estimate:	11650		
Flight Dates:	10/22/12 - 10/28/12	Primary AE:	Olivia Lawrence
Original Date / Rev:	10/03/12 / 10/03/12	Sales Office:	KOB
Order Type:	GENERAL	Sales Region:	Local

Agency

Name:	**Media Strategies & Research**		
Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
	Denver, CO 80203-1507	Agency Commission:	15%

Advertiser

Name:	**Heinrich for Senate**		
Demographic:	A35+	New Business Thru:	05/05/09
Product Codes:	PL1	Order Separation:	00:15:00
Priority:	99	Advertiser External ID:	
Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	118	$38,485.00	$32,712.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	118	$38,485.00	$32,712.25	0.00
Totals	118	$38,485.00	$32,712.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$38,485.00
Market	100%	$148,019.23

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$13,321.73
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$42,925.58
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$53,286.92
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev: 165101
Alt Order #:
Flight Dates: 10/22/12 - 10/28/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 10/22-10/28 Order
Estimate: 11650

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	All	10/22/12	10/28/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	6	$175.00	3	0.00 NM	6	$1,050.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays MTWTF--	Spots/Week 6	Rate $175.00	Rating 0.00							
2	All	10/22/12	10/28/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	7	$300.00	3	0.00 NM	7	$2,100.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays MTWTF--	Spots/Week 7	Rate $300.00	Rating 0.00							
3	All	10/22/12	10/28/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	10	$350.00	4	0.00 NM	10	$3,500.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays MTWTF--	Spots/Week 10	Rate $350.00	Rating 0.00							
4	All	10/22/12	10/28/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	10	$425.00	3	0.00 NM	10	$4,250.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays MTWTF--	Spots/Week 10	Rate $425.00	Rating 0.00							
5	All	10/22/12	10/28/12	Saturday Today Saturday Today	CM	Sa 5a-7a	-----S-	:30	1	$175.00	3	0.00 NM	1	$175.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays -----S-	Spots/Week 1	Rate $175.00	Rating 0.00							
6	All	10/22/12	10/28/12	News 4 Weekend Sat 7a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a	-----S-	:30	1	$250.00	3	0.00 NM	1	$250.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays -----S-	Spots/Week 1	Rate $250.00	Rating 0.00							
7	All	10/22/12	10/28/12	Sunday Today Sunday Today	CM	Su 7a-8a	------S	:30	1	$250.00	3	0.00 NM	1	$250.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays ------S	Spots/Week 1	Rate $250.00	Rating 0.00							
8	All	10/22/12	10/28/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	M-W----	:30	2	$400.00	2	0.00 NM	2	$800.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays M-W----	Spots/Week 2	Rate $400.00	Rating 0.00							
9	All	10/22/12	10/28/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	-T-TF--	:30	3	$175.00	3	0.00 NM	3	$525.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays -T-TF--	Spots/Week 3	Rate $175.00	Rating 0.00							
10	All	10/22/12	10/28/12	Who Wants to Be A Milli Who Wants to Be A Million	CM	M-F 1130a-12p	M-WT---	:30	3	$75.00	6	0.00 NM	3	$225.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays M-WT---	Spots/Week 3	Rate $75.00	Rating 0.00							
11	All	10/22/12	10/28/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	5	$125.00	4	0.00 NM	5	$625.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays MTWTF--	Spots/Week 5	Rate $125.00	Rating 0.00							
12	All	10/22/12	10/28/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	M--TF--	:30	3	$200.00	4	0.00 NM	3	$600.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays M--TF--	Spots/Week 3	Rate $200.00	Rating 0.00							
13	All	10/22/12	10/28/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	MTW-F--	:30	4	$125.00	4	0.00 NM	4	$500.00
	Week:	Start Date 10/22/12	End Date 10/28/12	Weekdays MTW-F--	Spots/Week 4	Rate $125.00	Rating 0.00							

Order / Rev:	165101	Advertiser:	Heinrich for Senate		
Alt Order #:		Product Desc:	Martin Heinrich 10/22-10/28 Order	KOB	
Flight Dates:	10/22/12 - 10/28/12	Estimate:	11650		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	All	10/22/12	10/28/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	-T-TF--	:30	3	$200.00	3	0.00	NM	3	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	-T-TF--	3	$200.00	0.00								
15	All	10/22/12	10/28/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	M-W-F--	:30	3	$200.00	3	0.00	NM	3	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	M-W-F--	3	$200.00	0.00								
16	All	10/22/12	10/28/12	Judge Judy-P/ DR 4p/ 43 Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	10	$200.00	3	0.00	NM	10	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	MTWTF--	10	$200.00	0.00								
17	All	10/22/12	10/28/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	10	$325.00	4	0.00	NM	10	$3,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	MTWTF--	10	$325.00	0.00								
19	All	10/22/12	10/28/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	5	$500.00	3	0.00	NM	5	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	MTWTF--	5	$500.00	0.00								
20	All	10/22/12	10/28/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MTWTF--	:30	6	$400.00	4	0.00	NM	6	$2,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	MTWTF--	6	$400.00	0.00								
23	All	10/22/12	10/28/12	Wednesday Prime A Wednesday Prime A	CM	W 7p-8p	--W----	:30	1	$900.00	3	0.00	NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	--W----	1	$900.00	0.00								
24	All	10/22/12	10/28/12	Wednesday Prime B Wednesday Prime B	CM	W 8p-9p	--W----	:30	1	$900.00	3	0.00	NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	--W----	1	$900.00	0.00								
25	All	10/22/12	10/28/12	Thursday Prime B Thursday Prime B	CM	Th 8p-9p	---T---	:30	1	$900.00	3	0.00	NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	---T---	1	$900.00	0.00								
27	All	10/22/12	10/28/12	Saturday Prime A Satruday Prime A	CM	Sa 7p-8p	-----S-	:30	1	$400.00	4	0.00	NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	-----S-	1	$400.00	0.00								
28	All	10/22/12	10/28/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	5	$600.00	4	0.00	NM	5	$3,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	MTWTF--	5	$600.00	0.00								
29	All	10/22/12	10/28/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	$400.00	6	0.00	NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	-----S-	1	$400.00	0.00								
30	All	10/22/12	10/28/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	------S	:30	1	$600.00	4	0.00	NM	1	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	------S	1	$600.00	0.00								
31	All	10/22/12	10/28/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MTWTF--	:30	5	$245.00	3	0.00	NM	5	$1,225.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/22/12	10/28/12	MTWTF--	5	$245.00	0.00								
32	All	10/22/12	10/28/12	Access Hollywood Late P Access Hollywood Late PM	CM	M-Th 1135p-1207a	-T-T---	:30	2	$55.00	6	0.00	NM	2	$110.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

Order / Rev: 165101

Alt Order #:

Flight Dates: 10/22/12 - 10/28/12

Advertiser: Heinrich for Senate

Product Desc: Martin Heinrich 10/22-10/28 Order

Estimate: 11650

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
32	All	10/22/12	10/28/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	-T-T---	:30	2	$55.00	6	0.00	NM	2	$110.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / -T-T--- / 2 / $55.00 / 0.00											
35	All	10/22/12	10/28/12	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----S-	:30	1	$150.00	6	0.00	NM	1	$150.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / -----S- / 1 / $150.00 / 0.00											
36	All	10/22/12	10/28/12	Tuesday Prime B Tuesday Prime B	CM	Tu 8p-9p	-T-----	:30	1	$900.00	3	0.00	NM	1	$900.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / -T----- / 1 / $900.00 / 0.00											
37	All	10/22/12	10/28/12	Friday Prime A Friday Prime A	CM	F 7p-8p	----F--	:30	1	$600.00	4	0.00	NM	1	$600.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / ----F-- / 1 / $600.00 / 0.00											
38	All	10/22/12	10/28/12	Friday Prime C Friday Prime C	CM	F 9p-10p	----F--	:30	1	$800.00	3	0.00	NM	1	$800.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / ----F-- / 1 / $800.00 / 0.00											
39	All	10/22/12	10/28/12	Saturday Prime C Saturday Prime C	CM	Sa 9p-10p	-----S-	:30	1	$400.00	4	0.00	NM	1	$400.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / -----S- / 1 / $400.00 / 0.00											
N 40	All	10/22/12	10/28/12	Monday Prime C Monday Prime C	CM	M 9p-10p	M------	:30	1	$1,000.00	3	0.00	NM	0	$0.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / M------ / 1 / $1,000.00 / 0.00											
				Spot / Ch / Date Range / Description / Start/End Time / Weekdays / Length / Rate / Rtg / Type *1 / All / 10/22/12-10/28/12 / Monday Prime C / M 9p-10p / M--------- / :30 / ~~($1,000.00)~~ / 0.00 / NM* *Credited* [Time is not available/Need priority 1 to place]											
N 41	All	10/22/12	10/28/12	Thursday Prime C Thursday Prime C	CM	Th 9p-10p	---T---	:30	1	$900.00	3	0.00	NM	1	$900.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / ---T--- / 1 / $900.00 / 0.00											
N 42	All	10/22/12	10/28/12	Inside Edition Sunday Inside Edition Sunday	CM	Su 1035p-1105p	------S	:30	1	$100.00	4	0.00	NM	1	$100.00
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/22/12 / 10/28/12 / ------S / 1 / $100.00 / 0.00											
													Totals	118	$38,485.00

*Tax 1 Note: ABQ 7%.